

*Roger Brooks International, Inc.*

***Branding, Product Development & Marketing Action Plan***  
Agreement for Professional Services  
for the City of Rochelle, IL  
June, 2014

## **AGREEMENT FOR PROFESSIONAL SERVICES**

This Agreement is made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2014, by and between the City of Rochelle, Illinois hereinafter referred to as “City of Rochelle” and Roger Brooks International, Inc., a Washington corporation, hereinafter referred to as “RBI.”

### **WITNESSETH**

WHEREAS, the City of Rochelle requires those services set forth and attached hereto to be performed as part of that certain project identified as the Branding, Development and Marketing Action Plan (Branding Program) and more fully described on Exhibit A, attached hereto, and,

WHEREAS, RBI is qualified and possesses the expertise, training and skills necessary to perform such designated services,

NOW, THEREFORE, it is hereby agreed between the parties as follows:

### **SCOPE OF WORK**

RBI shall perform the services and accomplish the tasks identified and designated as the responsibilities of RBI throughout this Agreement and as detailed on Exhibit A, attached hereto and made a part hereof.

### **COST:**

The total cost for the Branding Program for the City of Rochelle, Illinois and contracted by City of Rochelle is \$100,000.00. These fees include all travel related expenses for the trips sited in the scope of work and itemized in Exhibit A.

### **PROJECT MANAGEMENT:**

Roger Brooks will manage the project on behalf of RBI. Roger Brooks, Jordan Pogue and Becky Durkin will be the key contacts and coordinators for all elements of the Branding Program. Additional RBI staff will work on the project under their direction as necessary.

### **TIMELINE:**

Work will commence on a mutually agreed upon schedule. Onsite visits will be scheduled and proceed according to a mutually agreed upon timeline. All services to be provided by RBI, as defined within the Scope of Services of this Agreement, will be completed no later than the termination date of the Agreement.

### **REQUIRED FROM THE CITY OF ROCHELLE**

1. The City of Rochelle shall provide RBI with such documentation and information as is reasonably required to enable RBI to provide the services called for in the Scope of Work.

2. The City of Rochelle shall coordinate and provide any public forum logistics including meeting and Brand Camp space, location, audio/visual requirements, publicity, marketing, local representatives' invitations and other needs. The City of Rochelle shall provide any refreshments deemed necessary during the scheduled onsite workshops and/or meetings for the attendees.
3. The City of Rochelle shall provide a liaison to RBI for the duration of the Branding Program process. The City of Rochelle shall form a Brand Development Team (BDT) to guide the initial efforts of this process. RBI will provide more information about the formation of the BDT.
4. The City of Rochelle shall provide hard copies of previously produced studies and plans that would or could affect the recommendations to be developed during the Branding Program. Executive summaries may be all that is required.
5. The City of Rochelle shall provide a list of attractions and complementary activities available in the Rochelle area and the surrounding area, generally within a 25-mile radius, with basic information about each: seasonality, publicly or privately owned/managed, marketing materials, website addresses, lodging tax income and expenditures, and a list of the top five employers in the area – by name and approximate number of employees.

## **CONTRACTUAL TERMS & CONDITIONS**

### **Term**

The term of this Agreement shall be for a period of twelve (12) months from the date of this Agreement, or until the Scope of Services is completed, whichever comes first, unless terminated earlier as hereinafter provided.

### **Deposit**

A deposit in the amount of \$7,000.00 dollars is required to be paid by the City of Rochelle upon signing the contract. The deposit will be applied to the cost of the project.

### **Billing**

Invoices shall be submitted for amounts due. Invoices shall be sent at the end of each month for the work performed during that month. Descriptions of work performed will be provided on each invoice. Payment will be due thirty (30) days after receipt of each invoice until the total amount of the contract has been paid. A monthly service charge of 1.5% will be added to outstanding amounts not paid within thirty (30) days of receipt of the invoice.

### **Termination**

This Agreement may be terminated by the City of Rochelle upon thirty (30) days written notice to RBI. In the event this contract is terminated by the City of Rochelle prior to completion, the City of Rochelle shall be obligated to pay RBI an amount equal to the amount owed under the terms of the contract for work completed through the date of termination. Likewise, this Agreement may be terminated by RBI upon thirty (30) days written notice to the City of Rochelle. In the event this contract is terminated by RBI prior to completion, RBI shall deliver to the City of Rochelle all work product produced and paid for up to that date. The City of Rochelle shall be obligated to pay RBI an amount

equal to the amount owed under the terms of the contract for work performed through the termination of the contract. All applicable fees due are determined based on the steps completed as outlined in "Exhibit A."

### **Standard of Care**

RBI represents that it is specially trained, licensed, experienced and competent to perform all the services, responsibilities, and duties specified herein and that such services, responsibilities, and duties shall be performed, whether by RBI or designated subcontractors, in a manner according to generally accepted consulting practices.

### **Indemnification—Hold Harmless**

RBI shall indemnify and defend the City of Rochelle and its officers, employees, and agents against and hold them harmless from any and all claims, losses, damages, and liability for damages, including attorney's fees and other costs of defense incurred by the City of Rochelle whether for damage to or loss of property, or injury to or death of any person, arising out of actions of RBI, its agents, employees or subcontractors, unless such damages, loss, injury or death are caused solely by the negligence of the City of Rochelle.

Likewise, the City of Rochelle shall indemnify and defend RBI and its officers, employees, and agents against and hold them harmless from any and all claims, losses, damages, and liability for damages, including attorney's fees and other costs of defense incurred by RBI whether for damage to or loss of property, or injury to or death of any person, arising out of the actions of the City of Rochelle, its agents or employees, unless such damages, loss, injury or death are caused solely by the negligence of RBI.

### **Assignment**

RBI shall not assign any interest in this Agreement and shall not transfer any interest in the same without the prior written consent of the City of Rochelle, except that claims for money due or to become due RBI from the City of Rochelle under this Agreement may be assigned by RBI to a bank, trust company, or other financial institution without such approval. Written notice of any such transfer shall be furnished promptly to the City of Rochelle. Any attempt at assignment of rights under this Agreement except for those specifically consented to by both parties or as stated above shall be void.

### **Independent Contractor**

It is specifically understood and agreed that in the making and performance of this Agreement, RBI is an independent contractor and is not an employee, agent, or servant of the City of Rochelle.

### **Modification**

This Agreement may only be modified by a written amendment hereto, executed by both parties. However, matters concerning scope of services which do not affect the agreed upon price may be modified by mutual consent of RBI and the City of Rochelle.

### **Events and Acts of God**

Certain tasks in the attached Scope of Work include travel, meetings, and presentations. RBI has the option to reschedule performance obligations, to the extent that their performance is affected by events or occurrences beyond their control, such as, but not

limited to, the following:

- Acts of God, such as earthquakes, disasters, or hazardous weather conditions (actual or forecasted) war or specific threat of war (declared or undeclared)
- Acts of domestic or foreign enemies
- Government regulation or travel advisory
- A cancellation or reduction in commercial air transportation preventing travel to the destination
- Accidents, illness, or other casualties preventing performance of any member of the RBI team
- An event or occurrence creating a significant risk to the participants' or presenter's health or safety, such as a nuclear or biological hazard or the outbreak of disease
- Civil disorder

RBI must take reasonable steps to avoid or remove the effects of the event or occurrence affecting their performance. If RBI's performance under this contract is affected by an event or occurrence described above, they must send notice to the City of Rochelle within a commercially reasonable time after the circumstance, and arrange to reschedule.

#### **Attorney's Fees and Costs**

If any action at law or in equity is necessary to enforce or interpret the terms of this Agreement, the prevailing party shall be entitled to reasonable attorney's fees, costs, and necessary disbursements in addition to any other relief to which such party may be entitled.

#### **Ownership**

Upon final payment and completion of the contract, all non-proprietary graphics, final graphic identities, drawings, and renderings prepared by RBI hereunder shall become the property of the City of Rochelle. Rights to any videotaped meetings, presentations, workshops, photos, fonts, source code, working files, unused graphics and computer programs are specifically not transferred to the City of Rochelle, and remain the property of their respective owners or RBI. RBI retains the right to display graphics and other materials and elements of the project as examples of RBI's work.

#### **Conflict of Interest**

RBI hereby covenants that it has, at the time of the execution of this Agreement, no interest, and that it shall not acquire any interest in the future, direct or indirect, which would conflict in any manner or degree with the performance of services required to be performed pursuant to the Agreement. RBI further covenants that in the performance of this work, no person having any such interest shall be employed.

#### **Severability**

If any provision of the Agreement is held to be unenforceable, the remainder of this Agreement shall be severable and not affected thereby.

#### **Notices**

All notices that are required to be given by one party to the other under this Agreement shall be in writing and shall be deemed to have been given if delivered personally or enclosed in a properly addressed envelope and deposited with a United States Post Office

for delivery by registered or certified mail addressed to the parties at the following addresses, unless such addresses are changed, by notice, in writing, to the other party.

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Name/Title  
City of Rochelle  
420 North 6<sup>th</sup> Street  
Rochelle, IL 61068

Roger A. Brooks  
Roger Brooks International, Inc.  
981 Powell Ave SW, Suite 125  
Renton, WA 98057

**Additional Provisions**

This Agreement shall be governed by the laws of the State of Illinois, U.S. It constitutes the entire agreement between the parties regarding its subject matter. This Agreement supersedes all proposals, oral and written, and all negotiations, conversations or discussions heretofore and between the parties related to the subject matter of this Agreement.

Executed on the day and year first written herein.

**City of Rochelle**

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Name/Title  
City of Rochelle  
420 North 6<sup>th</sup> Street  
Rochelle, IL 61068

Date: \_\_\_\_\_

**Roger Brooks International, Inc.**

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Roger A. Brooks, President and CEO  
981 Powell Avenue SW - Suite 125  
Renton, WA 98057

Date: \_\_\_\_\_

**Exhibit A**  
**SCOPE OF WORK**  
**Branding, Product Development & Marketing Action Plan**  
**City of Rochelle**

The development of the Branding Program for the City of Rochelle, Illinois will include a collaborative process. The Branding Process is comprised of the following 13 steps, and the first ten of them plus the Brand Style Guide are the Scope of Work for RBI.

**Step #1: The Brand Development Team**

The branding process begins with the organization of a local Brand Development Team (BDT), assembled by the City of Rochelle, with assistance from RBI. This is the group of stakeholders who will take the lead in finding and developing the brand direction. Typically this team is made up of no more than 13 people.

**Step #2: Assessment, Education**

**Cost for Step #2: \$20,000.00**

THE ASSESSMENT PROCESS

Marketing Assessment

Over several weeks the RBI team will review and assess the marketing efforts of your various organizations, the individual cities, the county, and your major employers. This includes thorough reviews of your websites, digital marketing efforts including social media and digital advertising, local outreach efforts, publicity and public relations efforts, brochures and printed marketing materials, broadcast and outdoor advertising, etc. The team will also conduct a “reputation analysis” – seeing what is being said about the City of Rochelle area in the major market areas. We look at marketing plans, comprehensive plans and product development initiatives.

On-site assessment

Roger Brooks will also spend nearly a week in Rochelle getting to know its neighborhoods, downtown, commercial areas, its attractions and amenities – secret shopping the area wearing the hat of a site selector, visitor, meeting planner, or business looking for a location for expansion/relocation.

Public presentation

During this visit, in addition to the Assessment Findings & Suggestions presentation,

Roger Brooks will present The Art of Branding as a kickoff to educate the communities about the branding process: why it's important, that it goes far beyond logos and tag lines, and its value for the area for generations. This is typically a four-hour workshop.

The workshop could be televised locally, recorded, and is a great way to kick off the public outreach effort. The press should be invited as well as all stakeholder organizations.

#### Public outreach, questionnaire

During the presentation Roger will kick-off the public outreach effort asking members of the audience to answer nine questions about the City of Rochelle's branding effort, and then alerting all in attendance, including the press, about the online questionnaire, which will be available immediately after the workshop.

The online questionnaire is the public's chance to provide input. The BDT will place the link to the questionnaire on their websites as appropriate, which they should publicize on local radio, television, in news publications, and on local websites – particularly the cities' websites and the lead organizations' sites.

The questionnaire provides valuable insight, and even visitors to the area and those outside the area can participate. It's good to hear what their perceptions of Rochelle's are and what it would take to get them to spend more time and money in the area, and most importantly, what it would take to have them interested in relocating, starting a business, or moving a business to Rochelle.

The on-line questionnaire typically runs for three weeks.

#### Meeting with the Brand Development Team

While in Rochelle, Roger will meet with members of the Brand Development Team to seek input, answer questions, and to walk through the next steps and timelines.

### **Step #3: Stakeholder Interviews**

**Cost for Step #3: \$8,000.00**

#### Stakeholder interviews

During the assessment visit or during an additional, separate visit, an RBI team member will meet with stakeholders in an interview format – as groups or individuals. The Brand Development Team will create the list of people and/or

organizations they think should be interviewed about the branding process. Other community leader interviews may also be conducted by teleconference, e-mail, or telephone. This will include six to ten groups or individuals.

Based on the information gathered, RBI will develop a comprehensive SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats). This provides an image of the area today through the eyes of someone from the market area you are most hoping to pull from. It's the baseline RBI works from and the foundation of the brand.

#### **Step #4: Brand Focus Research**

**Cost for Step #4: \$7,000.00**

#### THE RESEARCH PROCESS

RBI and the BDT will review the feedback from the questionnaires, compiling the results. During this process RBI will facilitate video conference calls with the BDT as needed, times and dates to be arranged by mutual consent, to discuss the list of potential brand candidates. RBI will also review the questionnaire responses in terms of demographics, psychographics, and geographic locations.

The BDT, working with the RBI team, will review the feedback from the nine-question online and workshop questionnaires. This helps identify current perceptions of the community, challenges, opportunities, and what locals would like the community to be known for.

There are four primary outcomes from the research process:

1. What current perceptions are of the community from both local residents and from outsiders – the markets you are hoping to attract. This is your baseline to work from. Often communities need “repositioning” or “rebranding.”
2. Who the primary, secondary and tertiary markets are in terms of geographic areas, demographics, and lifestyle (or tapestry) segments.
3. What each community and the Rochelle area would like to be known for, specifically.
4. A SWOT analysis (strengths, weaknesses, opportunities & threats) as seen by local and area-wide residents, and in the primary and secondary markets. This would be

combined with the interview process done earlier.

When it comes to a potential brand direction, RBI will categorize the input from the questionnaire into three primary categories:

### 1. A feeling

Often local residents will offer brand recommendations along the line of “home town feel,” or “friendly people,” “great atmosphere,” “good weather” and other ideas that evoke more of a feeling than a foundation built on product. These are not eliminated, but come into play with the look and feel of the brand and its messaging. Just remember that we’re looking for that one thing that really differentiates Rochelle from everyone else. In the end the feeling will play a major role – after all, a brand is a perception – the feeling we have when Rochelle is mentioned. But at this stage we’re looking for that point of differentiation.

### 2. Complementary activities

Many respondents will include things the people you’re hoping to attract can already enjoy closer to home such as “great parks,” wineries, trail systems, good schools, nice downtown, rich history, and many others. These are not tossed aside, but are grouped with other “complementary activities” – to be marketed, for sure, but they are not the one unique selling proposition we are looking for at this point.

### 3. Brand candidates

This final group is typically a very short list of things that are truly unique to the area and have the possibility of being leveraged as the primary brand direction. Sometimes it’s a combination (or packaging) of complementary activities, with enhanced product, combined with the feeling or emotion tied to the community.

With this research as a foundation, combined with input from the BDT and stakeholder interviews, RBI will have a solid local base to work from.

Research will also include reviews of demographic information, reviews of previous plans and studies, tapestry studies, lodging tax revenue reports. The research element of the program is quite extensive. RBI will look very closely at the following elements:

Current and past demographics including new trends in the Rochelle area and in the region (from existing studies and reports)

- Income levels, race, age, educational attainment and many other factors

- How well the area is retaining its youth
- Visitor trends and visitation statistics – who you are currently attracting
- Business growth, business sectors, and relocations to and from the area
- From this RBI may find potential growth areas

#### Perception analysis

- RBI will also research the perceptions people have of Rochelle in the top three market areas you are hoping to attract to the area. After all, brands are perceptions. The best way to see where you are in terms of today's brand is to ask locals, visitors, and potential investors. The online survey will provide a window into what people think of the area they call home: what they think your brand is today.

#### Competitive analysis

- Brands are built on points of differentiation. As the list of potential brand candidates is identified, RBI will make sure those are not already "owned" by a competing community or area.

#### Tapestry and psychographic analysis

- RBI will obtain and review tapestry reports, which provides an excellent picture of the Rochelle' lifestyle trends – what motivates people to live and invest in the area. This also identifies the "core attributes" of "who you are" in terms of Rochelle residents. It will also tell us where people shop, what they read, where they travel to, and will identify development opportunities – or missing segments that can increase spending and development investment locally.

This research and input will provide a clear understanding of the current image, its challenges, its weaknesses, its assets, and its opportunities.

#### Market identification

The next step is for RBI to identify the primary and secondary markets you are working to attract. This includes business and industry sectors, visitors, and new residents. Those markets will include geographic areas, demographics, and lifestyle groups. RBI will look at seasonality, and how that can be leveraged in the branding process. This will result in an understanding of current and potential markets.

#### **Step #5: The Brand Feasibility Test**

**Cost for Step #5: \$7,000.00**

With the primary, secondary and tertiary markets identified and the feedback from

the area complete, RBI will run the final brand options through the feasibility testing process. RBI's proprietary ten-point "Feasibility Test" narrows the focus down to two or three possible primary directions, and it ensures that the brand direction meets the goals identified in the research process. This will take place WITH the Brand Development Team, who is apprised of the process and weighs in – individually and as a group – as the research is taking place.

RBI will review past and current comprehensive and marketing plans to make sure the final brand candidates don't conflict with other planning and marketing efforts. Instead, this effort includes a dovetailing of work already done or in process, creating a smooth transition towards your new brand direction.

The outcome will be THE brand direction that will differentiate Rochelle from competing communities, be embraced by the community, and will make Rochelle the destination of choice for investment, as a place to live, work and visit.

Roger Brooks will facilitate a video conference with the BDT to review the results of the research, public outreach, competitive analysis and brand direction findings. This is where the final brand candidates are discussed and a "Brand Platform" is established.

### **Step #6: The Brand Leadership Team**

**Cost for Step #6: \$1,000.00**

After the Brand Development Team (BDT) has gone through the process with RBI, it will be time to hand the reins over to the Brand Leadership Team – the group of champions who will be charged with implementing the Branding, Development & Marketing Action Plan.

The Brand Development Team's work was to determine the brand direction. The Brand Leadership Team will be the people who will LEAD the effort. It may be the very same group of people, or some may go and new "champions" added. Branding requires tireless champions who will never take no for an answer, will push the brand forward, and will sell it to the communities.

The most successful brands are always championed by those with a vested interest in the brand. Why? Because their paycheck depends on it. For instance, if you want to be a gardening capital, the people who will champion it are those in the gardening industry: nurseries, landscape architects, landscape companies, outdoor living

retailers, flower shops, garden clubs, etc. If the brand makes you a vibrant cultural destination then the arts will play a big role in the brand and it will be important to include those “champions” into the branding process while still keeping the Team relatively small and flexible.

When you narrow your focus to a distinct, unique brand, not everyone will agree. The Brand Leadership Team will be comprised of people who enthusiastically work hard to “sell” locals on the brand direction and what’s in it for them.

### **Step #7: Building the Action Plan - Brand Camp Week**

**Cost for Steps 7, 8, 9: \$31,000.00**

#### THE ACTION PLAN

RBI will spend four days in the community to meet with the Brand Leadership Team (BLT) and to put the pieces together in terms of the product that will back up and reinforce the brand, funding ideas, responsibilities by organization, the look and feel of the brand, and the marketing messaging. RBI spends an intensive four days in your city, working with local champions. Several workshop sessions with stakeholders will be held, in which collaboration results in creatively developing your direction, brand story and brand promise. Ideas are explored in the light of the research and feasibility – all the while keeping in mind the economic development goals of the branding process.

The schedule for the week will be fluid, and BLT members will be invited to join the RBI team throughout the week and will provide input and feedback as RBI creates the plan and the brand graphics right there in the community. RBI finds it’s important to develop this with you, not back in another office a distance away. RBI will set up and work from a “design studio” in the community where all the pieces come together and the brand is crafted. Meetings with RBI and the BLT will be scheduled upon mutual consent during this week.

### **STEP #8: The Brand Story & The Action Plan**

While in the community, the BLT and RBI Brand Team will craft the brand story and Brand Promise – the paragraph that concisely depicts the brand: what you want the community to be known for and sets you apart from everyone else. This will be your “mission statement” for years to come, guiding future development, business recruitment, and community development efforts. The first day in the community is

spent crafting this story.

The second day will be dedicated to product development where RBI will begin drafting the Action Plan, including individualized recommendations, listed in chronological order and including:

- A description of the recommendation
- Who would be charged with implementation
- When it would be implemented (in order)
- The approximate cost of implementation
- Possible funding sources
- The rationale for making the recommendation

Product development includes downtown recommendations, perhaps recruitment of needed supporting businesses, niche brands (or sub-brands), seasonal considerations, and how the brand can work for economic development, community development and tourism. It also includes identifying specific business opportunities. As an economic development brand, businesses should be able to invest into the brand. While all of this work is taking place, RBI's Creative Director will be on site creating concepts for a brand identity (logo), the look and feel of the brand in terms of photography or graphic-design imagery, and initial key marketing concepts.

While RBI doesn't expect to have the Brand Leadership Team working with them the entire four days, each day a meeting would be held. The team can stop into the "design studio" any time. Likewise, RBI may call or stop by City of Rochelle's offices should they have questions. RBI may occasionally run out to a site, a downtown, or to a facility to take a second look at how it fits into the brand and/or what can be done to help make it a stronger component of the brand.

### **STEP #9: BrandGraphics**

The third day will be spent crafting the marketing messaging from tag lines, to the look and feel of the brand. While many companies focus on the graphic design elements, the key marketing messages are equally as important. What you say – your key marketing messages – and the product that backs it up – is as critical as the look and feel of the brand. All four branding elements are important and will be given consideration:

1. The look and feel of your brand (graphic design)
2. Key marketing messages (tag lines, headers, body text, social media, etc.)
3. Product development (the activities, amenities and businesses that provide

ownership of the brand)

4. Making sure the brand differentiates you from the other cities and towns in Illinois.

The Brand Graphics Kit will include:

- Brand identity (logo) for the City of Rochelle
- Website(s) home page concept and digital marketing concepts
- Pole banners concepts
- Wayfinding signage concepts
- Print advertising (typically four to six) concepts
- Brand awareness posters (typically three or four) concepts
- Concepts for bookmarks or other giveaway items to help promote the brand
- Brand logo gear concepts
- Business cabinet (letterhead, envelope, label, business cards) concept
- Two to three brochure covers concepts
- Billboard design concept
- Marketing tag lines and key marketing messages

for:

- o Relocation information
- o Business development & recruitment
- o Tourism promotion
- o Local population endorsement

This takes place with the Brand Leadership Team, in your community, where RBI and the BDT work as a unified team on the messaging and how the brand will look and feel. This is also where RBI takes the input received (ideas that evoked a feeling and the complementary activities) and weave them into a unique image and messaging that fits ONLY your community.

To effectively illustrate the conceptual marketing graphics, photography and fonts may be used. These are for conceptual use only, and the rights to the photography and fonts will remain the property of their respective owners. We strongly encourage the City of Rochelle to use professional photographs shot on location in their marketing pieces.

### Public outreach, round #2

On the fourth day (typically a Friday morning) a presentation to the community will be held unveiling the brand direction – and often a BridgeBrand – how you market the community between now and when the product will actually be in place – if that's

needed.

This will not be “rolling out a brand” because a brand is a perception – it’s earned. BUT this will be an opportunity to educate the community on how it will be marketed, what the product is that backs it up, and how this will benefit Rochelle for generations. This can be a public workshop, or can be an invitation-only affair to include elected officials, stakeholders, businesses, and others who can help push the agenda forward and will play a role in the plan’s implementation.

The presentation will be presented by Roger Brooks and typically takes an hour.

The week concludes with a “Where do we go from here?” meeting with the Brand Leadership Team.

While much of the Brand Graphics work will take place during this visit, they will be further refined and finished upon return to RBI’s office.

The presentation will be given to the Brand Leadership Team who can create a 20-minute version for presentations to city councils, county commissioners, Kiwanis, Rotary and other auxiliary organizations, school and hospital boards, and to your individual boards and memberships.

### **Step #10: The Branding, Product Development & Marketing Action Plan**

**Cost: \$11,000.00**

Upon returning to the office, RBI will write up the plan, which typically includes 20 to 40 different recommendations, and this will become the BLT’s Branding, Product Development & Marketing Action Plan for implementing the brand.

Marketing recommendations will cover a two- to five-year period, and the product development recommendations could extend for ten or more years, depending on the chosen brand direction.

A draft copy of the Plan will be sent to the BLT for review and input, and then a final plan will be created and sent to the Team for immediate implementation.

## **IMPLEMENTATION**

### **Step #11: Make Something Happen**

The best way to introduce a brand to the community is to make something visual happen. It might be the installation of new pole banners with the new brand-identity (logo), or new business cards, ads and marketing materials that have a different look and focus. Branding works best if people can get used to it over time. The branding plan will include detailed step-by-step instructions on what needs to be done to achieve success.

### **Step #12: Keep the Energy High - Ongoing**

Once the RBI crew has headed back to home base, the Brand Leadership Team will be provided a 20-minute presentation that can be used to sell and showcase the brand direction to local organizations, councils, and boards to generate local buy-in. Continuity is key to successful branding, and this is the best way to get local organizations, businesses, residents, and clubs working together.

RBI will present a follow-up video-conference with the BLT to review the presentation and educate the committee on how to use it most effectively.

The RBI team will be available, for six months, to answer questions, participate in conference calls to help keep the Brand Leadership Team pumped up and moving forward.

### **Step #13: Tell the World and Revisit the Plan Often**

Once the product is in place, based on the recommendations from the Branding Plan, it will be time to tell the world what you are about, using the marketing initiatives within the Plan.

It is very helpful to revisit the Branding Plan every three months. As recommendations are implemented, new ideas may emerge, measurables may point out additional areas of focus, and they can be added so the plan remains a “living document.”

**FINAL DELIVERABLES** include:

- The Branding, Product Development & Marketing Action Plan
- The brand story and promise
- Key marketing messages including taglines, headers
- Product development recommendations

- Brand implementation recommendations
- Recommendations for various applicable community organizations to enhance brand development and/or marketing efforts
  - Outreach strategy and timelines
  - Marketing strategies and planning
  - Measurables and accountability
  - A full BrandGraphics Kit that includes the final brand identity (logo) for the City of Rochelle (final art in one color, two color and full color) and conceptual designs for:
    - o Website home page
    - o Rack brochure cover
    - o Print ads
    - o Business cabinet concept
    - o Billboard display
    - o Pole banners
    - o Wayfinding signage
  - A PowerPoint/Apple Keynote brand presentation
  - BrandGraphics on CD with native Adobe InDesign files and vector art for the brand identity and marketing concepts. Photography used in the conceptual marketing pieces will be examples only.

### **Brand Style Guide**

**Cost: \$15,000.00**

The Brand Style Guide (Graphics Standards and Practices Guide) contains graphic design standards for logo identity and slogan use, guidelines for website page layout and the production of printed sales and marketing materials, as well as the proper use of key marketing, advertising, and promotion messages.

The Style Guide will provide the official guidance for how to use the graphic identity and maintain the consistent messaging that is so vital for a successful brand. The Brand Style Guide is a highly detailed document, providing specific instructions on how to use the graphics. Using the brand promise, brand identity, taglines and marketing messages created during the Brand Camp week, the RBI team will develop a comprehensive Brand Style Guide, which will include:

- Brand identity and variations including logos, tag lines and key marketing messages.
- Brand identity usage guidelines: clear space, color usage, improper uses, proper uses, identification of brand fonts and colors.

- Business cabinet concept.
- Printed marketing materials guidelines: The grid system, advertising concepts, marketing materials concepts.
- Electronic media: Website home page and interior page concepts.
- Environmental graphics: Wayfinding and pole banner concepts.
- Sample Brand Style Guide usage agreement.

**RBI Visits to City of Rochelle:**

**The dates for the following visits to Rochelle, IL will be determined by mutual agreement.**

1. Initial visit: Roger Brooks assessment of Rochelle, IL (five days including travel days) Interviews will be conducted by John Kelsh and may be conducted during the week of the assessment or in a separate trip.
2. Brand Camp week (five days including travel days). The Brand Camp runs from Tuesday morning to Friday morning.

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